

REMARKS

Per the June 1, 2004 Office Action, claims 1-3, 6-12, 15, 16 and 19-32 stand finally rejected under 35 U.S.C. 103(a) as allegedly being unpatentable over @Guard, by WRQ, Inc. in view of Reardon (U.S. Patent No. 5,434,562) and further in view of Boukobza et al. (U.S. Patent No. 6,122,664). Applicants have cancelled these claims and added new claims 33-64, rendering this rejection moot. Applicants respectfully request consideration of the newly added claims.

Applicants respectfully submit that @Guard, alone or in combination with Reardon and Boukobza et al., does not disclose, teach, or suggest claimed features in independent claims 33 and 50. For example, @Guard fails to disclose or teach “...automatically determining if the second computer is associated with the digital tracking component that is being requested by the second computer...and...in response to determining that the second computer is associated with the digital tracking component, automatically allowing the second computer to access the digital tracking component.” Rather, @Guard either automatically blocks ALL access to a user’s cookies based solely on the user’s intervention (i.e., user selects “Always Block”) or selectively blocks some access to the user’s cookies based on user-defined rules (using CookieAssistant, the user selects which computers to block access to, see sections 4-3 and 4-4 on pages 9 and 10). Accordingly, @Guard fails to disclose, teach, or suggest automatically determining if the requesting computer is associated with the digital tracking component (e.g., cookie), and automatically making an access decision in response to that determination. Even @Guard points out its limitations by stating “So, rather than be bothered with CookieAssistant dialogs, I turn on the CookieAssistant only when I want to create a Permit rule for a Site.”

In addition, the cited references, in combination or alone, do not disclose all of the elements of independent claim 45, which recites in part “...if the second computer is associated with the digital tracking component that is being requested, the second computer automatically receiving access to the digital tracking component by the first computer...and...if the second computer is not associated with the digital tracking

Serial No.: 09/615,772
Attorney Docket No.: AUS9-2000-0323-US1

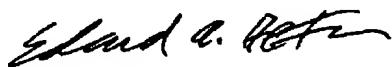
component, the second computer automatically being denied access to the digital tracking component by the first computer."

Last, the cited references, in combination or alone, do not disclose all of the elements in independent claim 62, which recites in part "...a notify module that sends an alert to the remote client if a domain name associated with a particular host server does not match a domain name associated with one of the self-contained packets of information residing on a remote client that is being requested by the particular host server."

With regard to the rejection of the dependent claims, because they depend from the above-argued respective independent claims, and they contain additional limitations that are patentably distinguishable over the cited references, these claims are also considered to be patentable (MPEP § 2143.03).

Thus, it is respectfully requested that newly added claims 33-64 be considered by the Examiner and passed to allowance. Additionally, in an effort to further the prosecution of the subject application, Applicants kindly invite the Examiner to telephone the Applicants' attorney at (818) 885-1575 if the Examiner has any questions or concerns. Please note that all correspondence should continue to be directed to:

Respectfully submitted,
Dated: July 14, 2004



Edmond A. DeFrank
Reg. No. 37,814
Attorney for Applicants
(818) 885-1575 TEL
(818) 885-5750 FAX